

**DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT**  
**Planning Division**

**TO:**           **City Council Commercial Center Improvement Committee**  
                  **Council Member Kevin Dowling, Chairperson**  
                  **Council Member Barbara Halliday**  
                  **Council Member Bill Ward**

**THRU:**       **Jesús Armas, City Manager**

**FROM:**      **Sylvia Ehrental, Director of Community & Economic Development**

<b>SUBJECT:</b>	<b>City Council Commercial Center Improvement Committee Agenda</b>
<b>DATE:</b>	<b>Monday, October 25, 2004</b>
<b>TIME:</b>	<b>5:30 p.m. – 6:30 p.m.</b>
<b>LOCATION:</b>	<b>Work Session Room 2A, Second Floor</b>

**City Council Commercial Center Improvement Committee**

October 25, 2004

**5:30 p.m. – 6:30 p.m.**

**2nd Floor Work Session Room 2A**

**Hayward City Hall**

**777 'B' Street**

**Hayward, CA 94541**

**AGENDA**

**CALL MEETING TO ORDER**

**PUBLIC COMMENTS** *(The Committee welcomes your comments at this point for items not on the agenda. If you have a comment about an item listed here, the Committee requests that your comments be made when that item is discussed.)*

**AGENDA ITEMS**

1. Bedford Plaza Shopping Center

**Action**

Review and Comment

**ADJOURNMENT**

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cc: Mayor Cooper  
City Manager  
Assistant City Manager  
Deanna Bogue  
Public Works Director

City Clerk  
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CED Administrator  
Daily Review  
Main Library

Council Member Dowling  
Council Member Halliday  
Council Member Ward  
Richard Patenaude  
Post



## **CITY OF HAYWARD**

### **STAFF REPORT**

AGENDA DATE 10/25/04

AGENDA ITEM 1

**TO:** City Council Commercial Center Improvement Committee

**FROM:** Director of Community and Economic Development

**SUBJECT:** Bedford Plaza Shopping Center

#### **RECOMMENDATION:**

It is recommended that the Committee review and comment on this report.

#### **DISCUSSION:**

The Bedford Plaza shopping center covers three parcels with a total of 6.56 acres under the ownership of Bedford Plaza Associates. The original 68,086-square-foot shopping center, on 5.51 acres, was built in 1968 at the southwest corner of Hesperian Boulevard and West A Street. The 2,656-square-foot Burger King restaurant was built on its .65-acre parcel on West A Street in 1985. The 8,205-square-foot retail and office building at the corner of Hesperian Boulevard and West A Street was built in 1989 on its .40-acre parcel. Staff contacted the owners, discussed the purpose of the meeting, and either Mr. James Tong or Lifun Kao, partners in the firm, will be in attendance at this meeting.

The property is zoned Neighborhood Commercial (CN) District. The General Plan land use designation for the shopping center is Retail and Office Commercial; this classification is used for areas where mixed retail and office uses are encouraged. A high-density (23 dwelling units/acre) two-story apartment complex, built in 1966 and currently zoned Medium-Density Residential (RM) District, is located along the easterly edge of the center. There is no direct access between this housing development and the shopping center. St. Joachim Church and School is located to the south. La Quinta Inn and The Home Depot are located across Hesperian Boulevard to the west. The northerly side of West A Street is located in unincorporated Alameda County and is lined with a mixture of retail and service commercial uses and motels.

The shopping center is accessed from both Hesperian Boulevard and West A Street. AC Transit operates local bus routes (83, 85 and 97) connecting the shopping center to the Hayward, South Hayward, San Leandro and Union City BART stations; weekday transbay service also runs along Hesperian Boulevard.

Landscaping: Although there is some landscaping on the fringe of the center, the parking lot does not conform to today's standards requiring plant materials and trees throughout the lot.

Signs: Individual tenant spaces in this center are difficult to sign as the architectural design includes mansard roofs, reducing the amount of wall area. Although signs in the center are located on the mansard roofs, they signs are legally nonconforming, not allowed under the current Sign Ordinance. The center is not governed by a sign program; the result is a haphazard collection of sign types, styles and locations. A tall, unappealing, legal non-conforming pole sign, originally meant to advertise the shopping center, is located in the parking area. The center would be better served by replacement of this sign with a monument sign on each street frontages.

Architecture: As indicated above, the shopping center has developed in phases, with no unifying architectural theme. The architecture of the building occupied by Ray's Sushi reflects the corporate architecture of its former tenant, a national pizza chain; the Burger King restaurant reflects franchise architecture; and the building containing Abacus Restaurant and the Manila Garden Restaurant near the West A Street/Hesperian Boulevard intersection reflects a design popular in the 1980s.

Viability: The center is at a prominent intersection that experiences a great amount of both commute and local traffic, which is ideal to form a customer base. When constructed, the major tenants for the center were a grocery store and a major drug store (Payless); several different grocers have occupied this space. The grocery space is now taken by Dollar Tree with the drug store space taken by the thrift store. Without a major renovation of the entire center, it is unlikely that a grocery chain would be willing to occupy the space. The current anchor space configuration is probably too small for a major grocery store, but might meet the needs of a specialty grocery, such as an Asian or Hispanic foods store. Alternative uses for the anchor space might include stores that complement smaller uses, such as a hobby and crafts store to complement the existing fabric store. The tenant spaces contain a combination of restaurant, retail and service uses (see attached list of tenants). There are no vacancies in the center, and some of the uses are quite popular, such as Ray's Sushi and Hancock Fabrics. The satellite building in the southerly portion of the property contains, along with Togo's, two small office uses that don't appear active because of opaqued windows and limited signage. The type of some of the tenants (e.g., the thrift store) would indicate that rents received for space are most likely less than centers with better amenities.

This shopping center would benefit from either (1) the addition of a major tenant incorporating a major remodel or (2) a reuse of the land to provide a mixed retail and office development that better serves the surrounding neighborhoods. One desirable tenant for this center would be a grocery store to serve the neighborhoods westerly of the Nimitz Freeway (especially Longwood-Winton Grove, Southgate and Mt. Eden). The only grocery stores on the westerly side of Hayward are Albertson's Food & Drug at Southland Mall and FoodMaxx at Oliver Corners (Hesperian Boulevard at West Tennyson Road). The addition of a major tenant would encourage a better mix of secondary retail tenants and would be the impetus for a major remodel of the center.

Prepared by:

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Richard E. Patenaude, AICP  
Principal Planner



Recommended by:

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Sylvia Ehrental  
Director of Community and Economic Development

Approved by:

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Jesús Armas, City Manager

Attachments: Aerial Photograph  
Tenant List

# **BEDFORD PLAZA**

## **Tenant List – 10/15/04**

### ***Primary Building:***

Thrift Store (unidentified)  
Hancock Fabrics  
Dollar Tree  
World's Fare Donuts  
Washland

Ray's Sushi Restaurant (free-standing)

Burger King Restaurant (free-standing)

### ***Satellite Building North:***

Checks Cashed  
Manila Garden Restaurant  
Dominique & Co. (beauty supplies)  
Abacus Restaurant

### ***Satellite Building South:***

Togo's Restaurant  
Hayward Area Programs (office)  
Liquid Motion (office)





WEST "A" STREET

RAY'S  
SUSHI —

BURGER  
KING

DOLLAR  
TREE

THRIFT  
STORE

BEDFORD PLAZA APTS

LA QUINTA INN

HESPERIAN BOULEVARD

TOGO'S —

HOME  
DEPOT

ST. JOACHIM  
CHURCH